In the claims:

Please amend the claims as follows:

1. (Currently amended) A method for generating a document, comprising:

inserting one or more variable content placeholders in the document, each variable content placeholder having representative content, the representative content having associated formatting information;

binding each placeholder to a content source; and

if in an edit mode, presenting the placeholders, including presenting the representative content of the placeholders according to the associated formatting information.

~~compiling the placeholders into code to generate content for the document based on the content source; and~~

~~executing the code to generate the content and presenting the content of the document if in a presentation mode or restoring the placeholder if in an edit mode.~~

2. (Original) The method in claim 1, further comprising formatting the placeholders.

3. (Original) The method of claim 1, further comprising annotating the placeholders.

4. (Currently amended) The method of claim ~~1~~3, wherein executable code is generated from the annotations, the method further comprising:

executing the executable code to retrieve ~~the~~ content; and

presenting the retrieved content.

5. (Currently amended) The method of claim ~~1~~33, further comprising rendering the ~~page~~ document based on the content.

6. (Currently amended) The method of claim ~~1~~34, ~~where in~~ wherein compiling the placeholders ~~the generating executable codes~~ further comprises compiling code to obtain content from a database.

7. (Currently amended) The method of claim ~~1~~34, further comprising embedding the code as attributes in the placeholder.

8. (Original) The method of claim 1, wherein the placeholder is a mark-up element.

9. (Original) The method of claim 8, wherein the mark-up element is an HTML element.

10. (Original) The method of claim 8, wherein the mark-up element is an XML element

11. Cancelled .

12. (Currently amended) The method of claim ~~11~~ 34, ~~further comprising~~ wherein presenting the content according to the formatting information associated with the representative content of a variable content placeholder includes using ~~the~~ formatting, styling, or layout of the representative content of the placeholder to format, style, or layout the content.

13. (Currently amended) ~~A method for generating a document, comprising~~ The method of claim 33, wherein:

    ~~inserting one or more placeholders in the document;~~

    ~~binding each placeholder to a content source; and~~

    generating content for each variable content placeholder based on the corresponding content source includes interpreting the placeholders ~~and presenting the content of the document if in a presentation mode or restoring the placeholder if in an edit mode~~.

14. (Currently amended) The method of claim 13, wherein each placeholder includes an annotation describing the content for the placeholder~~,~~ ; and

interpreting a placeholder includes ~~further comprising~~ reading the annotation that describes the content to replace the placeholder.

15. (Currently amended) The method of claim ~~13~~14, further comprising retrieving the content as interpreted by the annotations.

16. Cancelled.

17. Cancelled.

18. (Currently amended) The method of claim ~~13~~33, ~~further comprising~~ wherein presenting the content includes rendering the content for viewing.

19. Cancelled.

20. (Currently amended) The method of claim ~~13~~34, further comprising embedding the code as attributes in the placeholder.

21. Cancelled.

22. (Currently amended) The method of claim ~~21~~33, further comprising storing metadata for the placeholder as a comment field in the document.

23. (Currently amended) ~~A~~ The method ~~for processing a document~~ of claim 1, ~~comprising~~ wherein inserting one or more variable content placeholders includes:

inserting one or more mark-up elements in the document.~~;~~

~~binding the mark-up elements to one or more content sources;~~

~~retrieving data from the bound one or more content sources and replacing the mark-up elements with the retrieved data during run-time; and~~

~~restoring the mark-up elements during an edit session.~~

24. (Original) The method of claim 23, further comprising updating a markup language document during run-time based on an original layout and content generated on-the-fly.

25. (Original) The method of claim 24, wherein the content replaces the placeholder.

26. Cancelled.

27. (Currently amended) A computer program product tangibly embodied in a ~~Computer~~ computer readable medium ~~for generating a document~~, the computer program product comprising instructions operable to cause data processing equipment to:

insert one or more variable content placeholders in the document~~;~~, each variable content placeholder having a representative content, the representative content having associated formatting information;

bind each variable content placeholder to a content source; and

if in an edit mode, present the variable content placeholders, including presenting the representative content of the variable content placeholders according to the associated formatting information.

~~compile the placeholders into code to generate content for the document based on the content source; and~~

~~execute the code to generate the content and presenting the content of the document if in a presentation mode or restoring the placeholder if in an edit mode.~~

28. (Currently amended) ~~Computer readable medium for generating a document, comprising instructions to:~~ The computer program product of claim 40, wherein the instructions to generate content for each variable content placeholder based on the corresponding content cause the data processing equipment to:

~~insert one or more placeholders in the document;~~

~~bind each placeholder to a content source; and~~

interpret the placeholders ~~and present the content of the document if in a presentation mode or restoring the placeholder if in an edit mode.~~

29. (Currently amended) The ~~Computer~~ computer program product of claim 27, wherein the instructions to insert one or more variable content placeholders ~~readable medium for processing a document, comprising instructions~~ cause the data processing equipment to:

insert one or more mark-up elements in the document~~;~~.

~~bind the mark-up elements to one or more content sources;~~

~~retrieve data from the bound one or more content sources and replacing the mark-up elements with the retrieved data during run-time; and~~

~~restore the mark-up elements during an edit session.~~

30. Cancelled.

31. (Currently amended) A system for generating a document, comprising:

a processor;

data storage device coupled to the processor;

means for inserting one or more variable content placeholders in the document, each variable content placeholder having representative content, the representative content having associated formatting information;

means for binding each variable content placeholder to a content source;

means for compiling the variable content placeholders into code to generate content for the document based on the content source; and

if in an edit mode, means for ~~executing the code to generate the content and~~ presenting ~~the content of the document if in a presentation mode or restoring~~ the variable content placeholders, ~~if in an edit mode~~ including presenting the representative content of the variable content placeholders according to the associated formatting information.

New claims 32-48 have been added.

32.   (New) The method of claim 1, further comprising:

in the edit mode, modifying the associated formatting information for the variable content placeholders and redisplaying the representative content of the variable content placeholders according to the associated formatting information.

33.   (New) The method of claim 1, further comprising:

generating content for each variable content placeholder based on the corresponding content source and, if in a presentation mode, presenting the generated content in place of the variable content placeholder, the content being presented according to the formatting information associated with the corresponding representative content.

34.   (New) The method of claim 33, wherein generating content includes:

compiling the placeholders into code to generate content for the document based on the content source; and

executing the code to generate the content.

35.   (New) The method of claim 33, further comprising:
presenting the content in the presentation mode; and
in response to input specifying a reversion to the edit mode, presenting the representative content according to the formatting information.

36.   (New) The method of claim 1, wherein the formatting information includes format information, styling information or layout information.

37.   (New) The computer program product of claim 27, further comprising instructions operable to cause the data processing equipment to:

in the edit mode, modify the associated formatting information for the variable content placeholders and redisplay the representative content of the variable content placeholders according to the associated formatting information.

38.   (New) The computer program product of claim 27, further comprising instructions operable to cause the data processing equipment to:

if in a presentation mode, generate content for each variable content placeholder based on the corresponding content source and present the generated content in place of the variable content placeholder, the content being presented according to the formatting information associated with the corresponding representative content.

39.   (New) The computer program product of claim 38, further comprising instructions operable to cause the data processing equipment to:

compile each variable content placeholder into code to generate content for the document based on the content source;

wherein the instructions to generate the content include instructions to execute the code to generate the content.

40.   (New) The computer program product of claim 38, further comprising instructions operable to cause the data processing equipment to:

present the content in the presentation mode; and

in response to input specifying a reversion to the edit mode, present the representative content according to the formatting information.

41.   (New) The computer program product of claim 27, further comprising instructions operable to cause the data processing equipment to annotate the variable content placeholders.

42.   (New) The computer program product of claim 41, further comprising instructions operable to cause the data processing equipment to generate executable code from the annotations to retrieve the content.

43.   (New) The computer program product of claim 27, further comprising instructions operable to cause the data processing equipment to render the page based on the content.

44.   (New) The computer program product of claim 39, further comprising instructions operable to cause the data processing equipment to embed the code as attributes in the variable content placeholder.

45.   (New) The computer program product of claim 38, wherein the instructions to present the content according to the formatting information associated with the representative content of a variable content placeholder cause the data processing equipment to:
        use formatting, styling, or layout of the representative content of the variable content placeholder to format, style, or layout the content.

46.   (New) The computer program product of claim 38, wherein the instructions to present the content cause the data processing equipment to render the content for viewing.

47.   (New) The system of claim 31, further comprising:
        means for executing the code in a presentation mode to generate the content of the document: and
        means for presenting the document using the generated content.

48.   (New) The system of claim 47, further comprising:
        means for presenting the content in the presentation mode; and
        means for presenting the representative content according to the formatting information in response to input specifying a reversion to the edit mode.